



# Grant Writing for Community Based Organizations: Evaluation Plan



# Evaluation Plan

- Outlines how you will measure the success and impact of your project.
- Provides funders with confidence that you have a systematic approach to assess progress and make informed decisions.



# Evaluation Plan

**Keep the evaluation plan simple and straightforward, especially if you have limited evaluation expertise or resources.**

Purpose

Measures  
and Metrics

Data  
Collection  
Methods



# Purpose

**Purpose:** List the key questions that the evaluation will seek to answer (these should align with your project's goals and objectives).



# Measures and Metrics

- **Qualitative Data** refers to non-numerical information that captures the quality, characteristics, or experiences of participants.
- Personal stories, observations, opinions, feelings, or insights gathered through interviews, focus groups, or open-ended survey questions.

- **Quantitative Data** refers to numerical information that can be measured and analyzed statistically.
- Number of participants, percentage increases or decreases, and other measurable changes.
- Quantitative data is typically gathered through methods like structured surveys, tests, or record analysis.



# Data Collection Methods

- Describe the tools and instruments that will be used to collect data, such as surveys, interviews, focus groups, observations, and existing records.
- Specify when and how often data will be collected.



# Data Analysis Plan

- Describes a clear plan for how data will be analyzed to answer the key evaluation questions.

# Roles and Responsibilities

- Identify the individuals or teams responsible for conducting the evaluation, including their roles and qualifications.
- Explain how stakeholders (e.g., participants, partners) will be involved in the evaluation process.





# Reporting

- Provide a clear timeline for when the evaluation findings will be reported to funders and other stakeholders.



# Quality Improvement

- Discuss how evaluation findings will be used to improve the project, ensuring that lessons learned are applied to enhance effectiveness and efficiency.



# Reviewer Checklist: Evaluation

- ✓ Evaluation plan aligns with the project's goals
- ✓ Collecting quantitative and qualitative data
- ✓ Describes the tools and instruments used to collect data.
- ✓ Specifies when and how often data will be collected.
- ✓ Identifies the responsible individuals or teams
- ✓ Explains how stakeholders will be involved in the evaluation process.
- ✓ Reporting schedule is indicated.
- ✓ Describes how the evaluation findings will be used to improve the project.



# Summary

Purpose

Measures and  
Metrics

Data collection  
methods

Data analysis  
plan

Roles and  
responsibilities

Reporting  
cadence

Plan for quality  
improvement